

# **EXHIBIT 216**

## **REDACTED**



## DRX Update for CIS Offsite

September 16, 2014

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## What we'll cover



- Why? What does this mean for Google and our publishers?
- What's the plan?
- Q&A

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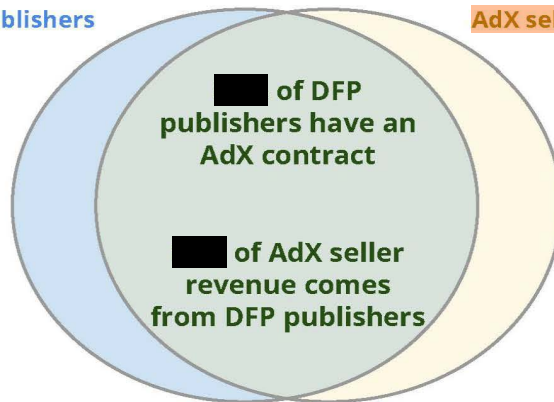
## Why?



We are merging because our customers use both products

DFP publishers

AdX seller revenue



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## 18-Month Vision



The DoubleClick platform is the global leader in high-quality mobile, brand, and programmatic advertising

### Focused Goals

- One customer experience, not two
- Quality advertising experiences for consumers
- Brand including video

### Tenets

- Make things simpler for publishers & ourselves
- Solve problems once, not twice
- Double down on what is important
- **Focus wins**

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We are merging to double down on big bets and do more, faster